

Educate, inspire and empower over 1.6 million of *Nailpro's* engaged nail professionals.

## 707,000+ Instagram Followers

- 203K Average Reach Per Post.
- 535K Average Impressions Per Month.

## 937,000+ Facebook Followers

- 0.36% Average Engagements Per Post.
- 215K Average Reach Per Month.
- 231K Average Impressions Per Month.

## Add *Nail It* Instagram to Your Program \$1,000

- 517,700+ Nail Enthusiasts and Professionals
- 1M Average Reach Per Month.
- 1.4M Average Reach Per Post.
- 1.6M Average Impressions Per Month.
- 11,000 Average Saves Per Month.

## Programs Available

*All materials are to be supplied by the client unless otherwise specified.*

### Social Media Post a la carte \$1,175

- Instagram Post
- Instagram Story with Sticker Link
- Instagram Reel + Story with Sticker Link
- Facebook Post

### Social Media Package \$2,300

- Facebook Post
- Instagram Post
- Instagram Story with Sticker Link

### Facebook Live Sharing \$3,675

- Facebook Post 24 hours before live event
- Instagram Story with Sticker Link 24 hours before the live event
- Clients live feed will be shared on *Nailpro's* Facebook page after the live event

### Facebook & Instagram Live \$5,675

- Instagram & Facebook Post
- Instagram & Facebook Story with Sticker Link
- 1 Article on *Nailpro's* website recapping the live event and shared in the daily newsletter (written by Editor)
- Live feed will be shared on *Nailpro's* Instagram and Facebook pages after the live event

### Instagram Story Takeover \$3,995

- Instagram & Facebook Post before the takeover
- 24-hour exclusivity after initial post
- Content to remain in Stories Highlights for at least 30 days

Choose from two options:

#### 1. Pre-Produced

- *Nailpro* posts up to 9 pre-produced slides (supplied by the client)
- We recommend including a variety of content
- Can include videos, sticker links, polls, questions, etc.
- Brand tagged on every slide
- Up to 3 hashtags per slide

#### 2. In-the-Moment Takeover

- Brand/Educator responsible for all content
- Your artist or educator has access to *Nailpro's* Instagram page for 24 hours
- Good for education or event coverage
- Can go Live during takeover

### Instagram Giveaway to Grow Followers \$2,895

- Instagram Post
- Instagram Story with Sticker Link
- Original Content (written by Editor)
- *Nailpro* manages winner selection & communication

*Must book at least 6 weeks before the run date.  
Material is due 4 weeks before the run date.*

*Followers & Stats as of 07/17/24*